

**In the Claims**

1. (Original) A method of conducting electronic commerce transactions among participants in an E-marketplace, comprising the steps of:
  - obtaining privacy-use information for each participant;
  - identifying collaborative groups of two or more participants who are presenting a collaborative transaction to the E-marketplace;
  - creating an aggregate privacy policy for each collaborative transaction, based on privacy-use information from each participant in each collaborative group; and
  - presenting to the E-marketplace the aggregate privacy policy for each collaborative transaction.
2. (Original) The method of claim 1, wherein said privacy information comprises a P3P policy.
3. (Original) The method of claim 1, wherein said step of obtaining privacy-use information for each participant comprises at least the steps of:
  - requesting each participant to submit said privacy-use information to the E-marketplace as part of a registration procedure for the E-marketplace; and
  - storing all of said submitted privacy-use information by the E-marketplace.

4. (Original) The method of claim 1, wherein said step of obtaining privacy-use information for each participant comprises at least the steps of:

requiring each participant to submit said privacy-use information to the E-marketplace as part of a registration procedure for the E-marketplace; and  
storing all of said submitted privacy-use information by the E-marketplace.

5. (Original) The method of claim 4, wherein said step of sharing the privacy-use information comprises at least the step of:

said E-marketplace making available all of said stored privacy-use information to all participants upon request.

6. (Original) The method of claim 4, wherein said step of sharing the privacy-use information comprises at least the step of:

said E-marketplace making available to participants in a particular transaction the stored privacy-use information of all participants in said particular transaction.

7. (Original) The method of claim 1, further comprising the step of:

creating an individual privacy policy for each non-collaborative transaction, based on privacy-use information from the individual participant in said non-collaborative transaction; and

presenting to the E-marketplace the individual privacy policy for each non-collaborative transactions.

8. (Original) The method of claim 7, further comprising the steps of:  
displaying to a particular participant only information pertaining to transactions that have  
privacy policies corresponding to their privacy-use information.

9. (Original) A computer program product recorded on computer readable medium for  
conducting electronic commerce transactions among participants in an E-marketplace,  
comprising:

computer-readable means for obtaining privacy-use information for each participant;  
computer-readable means for identifying collaborative groups of two or more participants  
who are presenting a collaborative transaction to the E-marketplace;  
computer-readable means for creating an aggregate privacy policy for each collaborative  
transaction, based on privacy-use information from each participant in each  
collaborative group; and  
computer-readable means for presenting to the E-marketplace the aggregate privacy  
policy for each collaborative transaction.

10. (Original) The program product of claim 9, wherein said privacy information comprises a  
P3P policy.

11. (Original) The program product of claim 9, wherein said computer-readable means for obtaining privacy-use information for each participant comprises:

computer-readable means for requesting each participant to submit said privacy-use information to the E-marketplace as part of a registration procedure for the E-marketplace; and

computer-readable means for storing all of said submitted privacy-use information by the E-marketplace.

12. (Original) The program product of claim 9, wherein said computer-readable means for obtaining privacy-use information for each participant comprises:

computer-readable means for requiring each participant to submit said privacy-use information to the E-marketplace as part of a registration procedure for the E-marketplace; and

computer-readable means for storing all of said submitted privacy-use information by the E-marketplace.

13. (Original) The program product of claim 12, wherein said computer-readable means for sharing the privacy-use information comprises:

computer-readable means for making available via said E-marketplace all of said stored privacy-use information to all participants upon request.

14. (Original) The program product of claim 12, wherein said computer-readable means for sharing the privacy-use information comprises:

computer-readable means for making available to participants in a particular transaction, via said E-marketplace, the stored privacy-use information of all participants in said particular transaction.

15. (Original) The program product of claim 9, further comprising:

computer-readable means for creating an individual privacy policy for each non-collaborative transaction, based on privacy-use information from the individual participant in said non-collaborative transaction; and

computer-readable means for presenting to the E-marketplace the individual privacy policy for each non-collaborative transactions.

16. (Original) The program product of claim 15, further comprising:  
computer-readable means for displaying to a particular participant only information  
pertaining to transactions that have privacy policies corresponding to their  
privacy-use information.

Claims 17-24 (Cancelled)